

MATWATCH

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VOL. 4, NO. 9

MARCH 4-10

THIS WEEK'S HEADLINES

MISSY, JASON SET TO WED???

LOS ANGELES---E! THE ENTERTAINMENT CHANNEL is reporting Jason Hervey of ABC's THE WONDER YEARS is engaged to WCW MAIN EVENT co-host Missy Hyatt but others dispute the story.

The report aired Thursday on E! amid the two appearing together recently in Atlanta and Phoenix and on ABC's INTO THE NIGHT with Rick Dees last week. E! reported Hervey and Hyatt will be married in California.

A WCW official confirmed the story over the weekend but at least one insider insists the whole relationship is a publicity stunt.

WRESTLE WAR BUY- RATE 1.1 TO 1.3

ATLANTA---WRESTLE WAR '91 drew a buy-rate between 1.1 and 1.3 per cent, according to Turner Home Entertainment and independent cable reports.

THE vice president Sharon Sidello told MATWATCH, "It's still too premature to get a final gauge but it's going to be over a 1 and probably short of a 1.5." Sidello says WW did well in the South and mid-Atlantic regions and was weaker in the West and Northeast.

Independent cable operators estimate the show will fall around 1.3%. A 1.1 buy-rate would gross \$3.3 million while a 1.3 swells the figure to \$3.9 million.

COSTAS PULLS OUT OF WRESTLEMANIA

NEW YORK---NBC sportscaster Bob Costas will not appear on the March 24 WRESTLEMANIA VII.

Costas withdrew from the show last Tuesday, citing his discomfort with the Hulk Hogan-Sgt. Slaughter angle, according to network sources.

Costas was to appear as an instant replay analyst in a post-match angle on WM7 with NBC studio analyst Paul Maguire. Maguire was leaning toward continuing on the show but was to make a decision this week (see page 5).

Some Reactions

THE WOMEN'S VIEW, PART II

I could have almost guessed the mail would have borne it out. After all, the all-cliche team is filled with the line "boys will be boys."

After Part I of our columns on the treatment of women in wrestling, the letters---all of them from males began to creep in the box. A couple of samples: Kevin Waddell of Baltimore writes, "The whole premise of your article is flawed: 'If wrestling wants to broaden its female fan base...;' frankly, wrestling couldn't care less about broadening its female fan base. Don't you think you are a little overly concerned with the opinions of only 9% (ratio of female MATWATCHers) of the people?...I agree that all should have equal rights---just don't push a group to the forefront when they only make up 9% of the wrestling fans."



From Bob Carlisle of Nashua NH: "Now you're getting just like Phil Donahue. You pick on (Jim) Ross when Missy Hyatt gets exactly the treatment she deserves. I don't find anything wrong with flattering references to the female anatomy particularly those as ample as Missy's."

Precisely my point. I never knew the vast majority of males watching justifies outright disrespect and, if

you will, 20-year-old chauvinism. That's like suggesting in 1973, because 63 per cent of U.S. tennis viewers were then male, Billie Jean King had no right to challenge Bobby Riggs and ultimately score the biggest victory for women in athletics in her era. Further, if pro wrestling were to make a stab at expanding its female base of viewers, it may find itself drawing a bigger advertising base. As John Sisk, media analyst for the J. Walter Thompson ad agency said last week in VARIETY: "Women are numero uno. They're still the principal media planners and food shoppers."

Ann Baldwin, a New York magazine writer who follows wrestling says, "It's a case of pandering to what these companies think males want to see. I was once told wrestling follows about a year behind trends on network television. Where are the Murphy Browns or Diane Sawyers or even Angela Lansburys of wrestling? Instead, we still have a bunch of Al Bundys."

My main criticism of the Missy Hyatt-Paul E. Dangerously arm wrestling angle was not in its buildup. You had a decent, respectable storyline: Missy working and training for the matchup while Paul E. sat on his duff and barked. By all rights, Missy could have won because she outworked Paul E. and outprepared. Instead, she wins because she pulls off her jacket to reveal her low-cut top and distracts Paul E. to win.

Kimberly Murphy of WCBM's PRO WRESTLING TALK has this perspective: "Seeing Missy get tobacco juice splattered on her frontal section at WRESTLE WAR didn't help at all. The whole idea of trying to make a mockery of Lisa Olson (the Boston Globe journalist who was the focus of the New England Patriots' dressing room flap last fall) was not funny at all, at least to me and a number of women who consider ourselves serious professionals," though I received several phone calls from males who found the bit hilarious.

If it's not going to happen in storylines, I wonder when wrestling is going to finally make some strides to give women a fair shot behind the mike. Con-

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FULLER: WRESTLING

A DYING SPORT

STEVE BEVERLY

(Continued from Page 1)

ventional TV sports has made little progress in play-by-play. Only Tampa's Gayle Sierens (on NBC) has ever been tried as a female lead announcer on an NFL game---then only once. Jane Chastain, in 1972, was the lone NFL female color analyst ever. A woman is yet to do network baseball or sit in the booth on college football.

ESPN did use a woman extensively during last year's NCAA basketball tournament and CBS' Andrea Joyce made a real breakthrough last fall as the lead studio host for college football and a quality one she was.

Mike McGuirk was used by the WWF for a time as a play-by-play commentator for PRIME TIME WRESTLING and I believe she could have succeeded with more seasoning. Murphy has the communicative skills to be an excellent color commentator on any pro wrestling show and she knows the genre. Anni Roberts, a journalist in the Baltimore area, would also be a good candidate for the mike and Nicola Roberts, the former Baby Doll, showed promise when she did color on the old ATLANTIC COAST WRESTLING. All of these people deserve chances.

The problem, I submit, is not that women are in the vast minority of the audience. It is because wrestling continues to be such a male-dominated industry and males make the key decisions. Until one has the guts to do something that treats women with legitimate respect or gives a female a fair shot behind a microphone, things will not change.

Remember, I work in a field that until the mid-1970s virtually dismissed women as incapable of having credibility when delivering a newscast. Things have changed dramatically in our element of broadcasting. I'd like to see them do the same in pro wrestling.

NASHVILLE---Ron Fuller was probably the lankiest wrestler of the 1970s. At 6-foot-8, a third-generation competitor with a basketball background, Fuller had the agility and family connections for ring success.

Fuller was a shrewd businessman. He reportedly bought, sold and bought back Tennessee and Alabama-based wrestling territories three times, each time making a profit. When he sold his old Continental group to David Woods in 1988, he immediately started a USA promotion in Knoxville. Twenty-six weeks later, he profited from the sale of that territory to Woods.

"Wrestling is a dying sport. Five years from now, there will only be one wrestling group in America and they probably won't be doing very well."

---RON FULLER

Fuller is no longer in wrestling, having sold remaining Tennessee territorial rights to Ted Turner, and is now co-owner of minor league hockey teams in Nashville and Cincinnati. The 43-year-old Fuller recently was profiled by writer Tommy Deas in the Nashville tabloid, THE SPORTS PAGE.

Early in the interview, the father of two told Deas, "I never watch wrestling." And he said he doesn't want his sons to become wrestlers.

"Wrestling is a dying sport," Fuller told THE SPORTS PAGE. "I think personally five years from now, there will be one wrestling group in America and they probably won't be doing every well. Six or eight years ago, there were probably 40 in America. Now, there's three, maybe five and five years from now there'll be one. There's no future in that sport."

Fuller acknowledged contemporary wrestling has predetermined endings but denied that was the case in his era. "Ten years ago, you could go anywhere in the country and most wrestling was legit," Fuller said. "The last ten years you can hardly go anywhere and wrestle that's legit. I can't speak for what goes on now. I can speak for when I wrestled and when I owned my companies, we wrestled. We wrestled---there was nobody who decided who won or lost."

The former Tennessee Stud further denied ever knowing of any wrestler blading himself or using blood capsules. But he acknowledged having had more than 300 stitches in his own head during his career.

Fuller recalled when Terry Bollea started in his company in 1978 as The Wrestling Hulk. "I wrestled Hulk Hogan in his very first match ever," said Fuller. "I wrestled him in Dothan AL and he had a big, old strong awesome body, huge individual, had a lot of charisma." Fuller said he and ex-wife Cheri had traveled from Knoxville for the match. "When it was over, my wife said the guy's going to make a lot of money. He doesn't have a lot of wrestling ability. He never did and he never will have but he's a good salesman of Hulk Hogan and he's probably going to be one of the richest men in America."

ANNUALS: USPS BLAMES THE WAR

A nice woman named Carolyn has been the unfortunate absorbent of my frustrations. Between Jan. 28 and Feb. 1, we mailed approximately 300 annuals across the nation, to Canada and Australia. For the domestic mailings, the new postage rates have sent First Class mailings the size of the MATWATCH 1990 ANNUAL well over two dollars. The difference between a First Class and Third Class posting is nearly 80 cents. I asked how long a Third Class mailing would take to get to California. "Oh, seven to ten days," the postal clerk told us. "Are you sure?" I asked. "At the very most," the friendly attendant answered. So, we opted for Third Class in the assurance the annuals would be delivered by Feb. 10-15. Boy, were we fooled!

As of last week, I have received 18 calls or letters from people, some of whom have sent me canceled checks as proof, to inform me their annuals have not arrived. Most have been very kind. One was irate, calling me an "insensitive and incompetent businessman who obviously doesn't care about his customers." Again, I called on the local U.S. Postal Service office where I was directed to Customer Service. Carolyn told me, "Unfortunately, when you mailed, the war was starting up and we had a tremendous increase in the volume of mail---plus, we were suddenly placed under tighter security for all packaged mail because of the scare about terrorism." So, some of yours have probably been delayed. We're sorry." I have been given forms to fill out for 25 tracers. The Postal Service tells me it will probably do no good but you will receive notice from them your annual has been mailed. If you have ordered one---and I have the complete order list, and yours does not arrive by March 15, please let me know by post card. Again, I apologize. No one is any more frustrated and embarrassed than am I.

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(WWF/USA) - [MONDAY NIGHT LIVE]: Virgil d. Haku & Ted DiBiase shuns Roddy Piper's invitation to enter ring; Jake Roberts d. Terrence

Blaylock; Greg Valentine d. Dino Bravo by DQ when Earthquake runs in; DiBiase d. Tugboat; Legion of Doom d. Demolition by DQ when Mr. Fuji runs in; Curt Hennig d. Pez Whatley; Davey Boy Smith d. Mike Wallace; Sgt. Slaughter d. Dale Wolfe then stretchers him w. chair; [SKITS] 1) The Mountie sings; 2) The "Lava-Cam" as Bobby Heenan "takes a leak;" 3) French winetasting with Andre the Giant. Heenan crushes grapes. DRAW.

(ALL-JAPAN) - [2/3]: Masanobi Fuchi d. Tsuyoshi Kikuchi; Stan Hansen d. Johnny Ace; [PRO WRESTLING NEWS] Abdullah the Butcher/Giant Kimala II d. Risher Kimura/Mitsuo Momota; Mitsuhiro Misawa d. Akira Taue; Toshiaki Kawada/Kenta Kobashi d. Jumbo Tsuruta/Mighty Inoue. RESTHOLD-PLUS.

[2/10]: [ALL-ASIAN TAG TITLE] Kobashi/Ace d. Billy Black/Joel Deaton to retain belts; Abdullah/Kimala II double countout vs. Hansen/Danny Spivey w. post-match brawl; [PWN] Update on Kimala's injury, Baba's return; (6-MAN) Tsuruta/Taue/Fuchi d. Kikuchi/Misawa/Kowada. POWERSLAM.

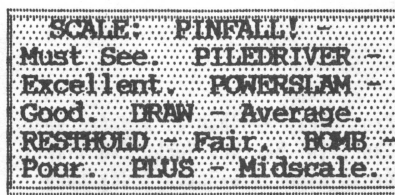
(NEW JAPAN) - [2/9]: [BOXER VS. WRESTLER] Tony Halme d. Shin-ya Hashimoto; Keiji Mutoh d. Axe Demolition; Scott Norton d. Bam Bam Bigelow by DQ when Bam hits ref; Tatsumi Fujinami d. Osamu Kido; Riki Choshu d. Tiger Jeet Singh. RESTHOLD-PLUS. [2/16]: (6-MAN) Jushin Liger/Shiro Koshinaka/Seiji Aoyagi d. Tatsutoshi Goto/Morio Honaga/Super Strong Machine; Norton d. Kengo Kimura; (CLIPS) Sting-Mutoh; Masa Chono/Mutoh d. Singh/Masanobu Kurisu. Singh attacks Chono/Mutoh after but Choshu saves; (6-MAN) Fujinami/Masa Saito/Choshu d. David Findlay/Axe/Bigelow. DRAW-PLUS.

(LUCHA LIBRE) - [2/17]: Tony Arce/El Vulcano/Bestia Salvaje d. Aguila Solitaria/Ciclon Ramirez/El Pantera II 2-3; Los Mosqueteros del Diablo d. Apolo Dantes/Cesar Dantes/Anibal 2-3; El Gallo Tapada/Kato Kung Lee I/Octagon d. Fuerza Guerrera/Emilio Charles Jr./Kung Fu 2 straight; Konan/Lizmark/Mascara Sagrada d. Perro Aguayo/Mascara Ano Dos Mil/Pierroth Jr. 2-3 when Aguayo DQed removing Konan's mask in fall 3. POWERSLAM. [2/24]: El Gallo Topado/El Mano Negra/El Misterioso d. Los Espectros/Guerrera 2-3; Atlantis/Octagon/Lee I d. Pirata Morgan/Jerry Estrada/Kung Fu 2 straight; Black Magic/Ringo Mendoza/El Rayo de Jalisco Jr. d. Dos Mil/El Gigante Kimala/Pierroth Jr. 2-3; Konan d. Aguayo 2-3. DRAW-PLUS.

(SOUTH ATLANTIC) - [2 Wks. Ago]: American G.I. d. Tommy Landell; Sumo Rikki d. White Knight; Vince Torelli d. Robert Campbell; Chris Chavis/Curtis Thompson d. Pit Bulls. BOMB-PLUS. [Last Week]: Torelli d. Campbell; Thompson d. Torelli by DQ; (6-MAN) Jackie Fulton/Chavis/G.I. d. Pit Bulls/Dan Grundy. BOMB-PLUS.

(UWF) - Steve Ray d. Carmine Albano; Paul Orndorff d. The Beast; [CAPT. LOU'S CORNER] Don Muraco, who blasts wrestling making money off the Gulf War; Bob Orton Jr. d. Sunny Beach by DQ when Steve Ray runs in. Cactus Jack saves & all 4 plus John Tolos brawl; Cactus draw vs. Muraco. RESTHOLD.

(WWF/SYN) - [SUPERSTARS]: Roberts d. Blaylock; (UPDATE) Sarge burns Hogan poster, stretchers Wolfe; Viking d. Tommy Landell



by countout; (TOYS R US) Mean Gene w. Big Bossman; Rockers d. Ted Oates/Brooklyn Brawler; Hennig d. Whatley; (BRO. LUV) Ultimate Warrior destroys BRO. LUV set, then chases Bruce to ring, clothes-

lines & splashes; (WM7 REPORT); Earthquake d. William Ford but masked man runs in & KOs Tenta. RESTHOLD-PLUS.

[SPOTLIGHT]: Tito Santana d. Ted Oates; (UPDATE) WM7 matches; (TOYS R' US) Gene Okerlund w. Bushwhackers; Jake Roberts d. Alan Martin; (BRO. LUV) Paul Bearer becomes Undertaker's manager; (FEATURE) Ian Mooney goes over The Mountie's arrest record; (TAG TEAM BATTLE ROYAL) Nasty Boys win to get shot at Harts at WM7; Curt Hennig d. Tommy Angel; (FEATURE) Mountie arrests a cameraman. RESTHOLD.

(PRO WRESTLING '91) - [GA. ALL-STAR TAG TOURNEY] Blazers d. Avengers; Jimmy Powell/Festus d. Brute Force by DQ; Joel Deaton d. Urban Cowboy; Norman d. Mad Dog Joe. RESTHOLD-PLUS.

(USWA/SYN) - [CHALLENGE]: Jeff Jarrett d. Steve Austin by DQ; Tony Anthony d. Danny Davis when J.C. Ice bops Danny w. chain during ref bump; [TEXAS TITLE] Bill Dundee d. Awesome Kong but Kong creams Bill's leg until U.S. Males save. Eric Embry demands immediate shot at Dundee & bashes leg. Embry d. Dundee for belt; Jerry Lawler d. Eddie Gilbert by DQ when Doug Gilbert runs in & the 2 piledrive Lawler on chair. RESTHOLD-PLUS. [BEST OF CHAMPIONSHIP]: (ANGLE) Memphis Mafia intro Jamie as J.C. Ice; (MID-SOUTH) Lawler d. Eddie Gilbert by DQ when Tommy Gilbert runs in. Eddie Marlin saves but Embry/Tom Prichard run in; Jarrett d. Prichard by DQ when Embry runs in & pounds Jeff to juice. Lawler saves; Davis d. Embry by DQ when Prichard runs in w. boot; Eddie Gilbert draw vs. Dundee. DRAW.

(USWA/ESPN) - [SUPERCARD]: Embry d. Doug Gilbert; Curtis Thompson d. Steven Dane; Prichard d. Chris Walker by using chain; [SOUTHERN TITLE] Jarrett d. Steve Austin to retain belt when Eddie accidentally hits Austin w. chair. DRAW.

(WCW/TBS) - [POWER HOUR]: Royal Family d. Dave Johnson/John Peterson; Tom Zenk d. Lt. James Earl Wright; Dustin Rhodes d. Joe Cruz; (6-MAN) Brad Armstrong/Tim Horner/Terry Taylor d. Pat Rose/Master Blaster Steel/Rip Rogers; (WNN) Gordon Solie w. (from OMNI) first DOOM split and (from W. WAR) second DOOM split; Sid Vicious d. Thad Clark; Sting/Lex Luger d. Magnum Force; (From WCW PRO) El Gigante d. Barry Windham by DQ when Ric Flair runs in on El's claw but El claws Barry to juice until Sting evens it up. RESTHOLD-PLUS.

[WORLD CHAMPIONSHIP]: Young Pistols d. Snake Watson/Brian Carr; Vicious d. Mark Merro; Landell d. Ranger Ross after Taylor works over Ross; (WRAPUP) Fujinami d. Choshu, WW '91 recap; Freebirds d. Armstrong/Horner; Bobby Eaton d. Ricky Nelson; Tommy Rich/Big Josh d. State Patrol; (REPLAY) Nikita Koloff attack on Luger; Steiners d. Joe Bruce/Peterson; Dan Spivey d. Larry Santo; Rhodes d. Jeff Sword; Sting/Gigante d. Magnum Force; (ANGLE) El comes out after Flair & Windham. El lifts Barry into choke. Sting tosses Flair into ring & reverse cradles Ric. El counts the pinfall. RESTHOLD-PLUS. [MAIN EVENT]: Ron Simmons d. Dutch Mantel; Larry Zbyszko d. Nelson; Brian Pillman d. Tom Sawyer; [D. ZONE] Larry Z taunts Sting. Larry Z slaps him & the 2 brawl to a pullapart; Rhodes d. Carr; (WCW 6-MAN TITLE) JYD/Ricky Morton/Rich d. Eaton/Taylor/Landell when Buddy/Terry clothesline Bobby. DRAW.

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(WCW/SYN) - [WORLD WIDE]: {From OMNI} Windham d. Simmons when Barry ducks & Butch Reed KO's Ron; [W. WAR/WCW WORLD TAG TITLE] Freebirds d. DOOM when Reed decks Simmons & Butch/Teddy Long stomp after; (6-MAN) Rich/Ricky Morton/Junkyard Dog d. Bill Ford/Greg Sawyer/Randy Starr; Sting d. Dr. X; Steiners d. Keith Hart/Lou Fabiano; [DANGER ZONE] Paul E. w. Simmons; Zenk d. Joey Maggs but Taylor jumps Zenk after; Luger d. Vicious by countout but Sid ambushes Lex & tries to powerbomb. Lex escapes, clotheslines Sid onto stretcher. DRAW.

[WCW PRO]: Spivey d. David Isley; (W. WAR) Freebirds d. DOOM; Big Josh d. Rogers; {DANGER ZONE} Paul E. w. Simmons; Sting/El Gigante d. Flair/Windham by DQ when Arn, Sid run in. Horsemen tackle El & Flair knees him in head; Pillman d. Landell; Zenk d. Taylor when Eaton decks Terry; Horner vs. Ron Cumberland interrupted when El returns & yells for Flair. Sting/El/Horsemen have standoff as show ends. POWERSLAM.

(USWA/WMC) - [From MID-SOUTH] Embry/Prichard d. Eddie Gilbert/Lawler when Eric decks Eddie w. lead pipe; Jarrett d. Prichard (Tom tossed out Scorpion) by DQ when Embry runs in & the 2 chair Jeff to juice; Eddie vs. T.D. Steel no contest when Embry/Prichard run in, pound Eddie to gross juice until Jeff saves; (VIDEO) El Grande Pistolero; (INSIGHT) Michael St. John w. J.C. Ice; (MID-SOUTH) Anthony d. Dundee when J.C. trips Bill; Dundee d. Keith Eric but Gaylord runs in & pummels Bill until faces save; (ANGLE) Gaylord walks out on Uptown Bruno, joins J.C.; (6-MAN) Gaylord/Austin/Scorpion d. Jo Jo Jackson/Cody Michaels/Curtis Thompson when J.C. interferes. DRAW.

(PORTLAND) - Mike Winner d. Doug Masters; Bart Sawyer/Winner d. Grappler/Equalizer by DQ & Equalizer graps Grap by hair, threatens to hit him but stops; C.W. Bergstrom d. Scott Norton on reversal when Norton won't release full nelson. Faces save; Steve Doll d. Brad Anderson; (BLINDFOLD MATCH) Larry Oliver d. Al Madril; (ANGLE) Brad Anderson discusses Ricky Santana's unmasking as The Hood. Barry Owen strips Brad & Santana of Pacific NW tag belts; (ANGLE) Grap/eq shove each other, Sawyer tries to help eq. Grappler slaps Equalizer; (ANGLE) Billy Jack Haynes insults Oregonians & destroys poster over Don Owen's head; (PIESTA GARDEN) Beetlejuice shows up and tells Madril he's turning seg into The Juice Bar; (SEGMENT) Grappler intros new wrestler, Psycho Sam. POWERSLAM.

1. Bart & Lisa Simpson, THE SIMPSONS, on heel wrestler: (BART)

"Didn't he used to be the MAD Russian?" (LISA) "I'm afraid the forces of history have changed wrestling."

2. Ron Fuller, THE SPORTS PAGE: "I don't know what kind of person

could sit down and take whatever and cut themselves bad enough to bleed. For what reason? This mystifies me." 3. Buddy Landell, WCW PRO: "I feel like the kid in the milk commercial saying, 'Come on, coach, put me in!'" 4. Michael St. John, WMC, on Gaylord: "He goes to the beat of a different drummer but unfortunately, he's the one beating the drum." 5. Jim Ross/Paul E. Dangerously, WCW: (JR) "You're just like Dan Quayle. You didn't even go to the National Guard. (PED) "So? Daddy got me a deferment." 6. Larry Zbyszko, WME: "I send telegrams asking Ric Flair for a match and you know what I'm told? He's busy with commitments to wrestle Herman Munster." 7. Chuck Okey, WMC, on his fist: "The sleeping aid doctors recommend most." 8. Buddy Pearson,



WBBJ-TV, on WWF pick as least popular U.S. sport: "That's certainly one of my favorite sports." 9. Eddie Gilbert, USWA, to crowd: "Next time you people come see me, take a shower." 10. Paul E., WCW, to Ross: "The only thing you know about animal skin is when you buy a fur for your girlfriend."

11. Don Muraco, UWF: "We don't think wrestling should profit from the war." (Followed immediately by commercial for UWF SUPPORT OUR TROOPS t-shirts). 12. Gordon Solie, WWW, on Rick Steiner missing elbow: "He just got his radar mixed up." 13. Jimmy Garvin, WCW PRO, on Spivey: "He has that look like you have, Lance, when you haven't seen your girlfriend for a couple of days." 14. Jerry Lawler, WMC: "I've been called by WWF. I've been called by NWA but I've stayed right here for these fans." 15. Paul E., WCW, on Missy's interview: "My Uncle Moshe, the Peeping Tom, has a summer home in Palm Beach. Maybe she'd like to interview him, too." 16. Billy Jack Haynes, PORTLAND: "If a war was going on, most Oregonians would be so scared, they'd hide under their beds yelling for help." 17. Grappler, PORT., on Equalizer: "They call him EQ, not I.Q." 18. Don Coss, PORT., on Psycho Sam's jail term for manslaughter: "Sounds like he's tailor made for the ring."

STRONGEST COMMENTS - 1. Ron Simmons, WCW: "As far as I'm concerned, DOOM is done." 2. Fuller, SPORTS PAGE: "Wrestling is a dying sport. Five years from now, there will be one wrestling group in America and they probably won't be doing very well." 3. J.C. Ice, WMC, on father: "I have never once went out on the street and had to wonder how many wives King Louie VIII had." 4. Okey, WMC, on athletic ability of Gilberts/Anthony: "They have none."

QUESTIONS OF THE WEEK - 1. Paul E., WCW: "Did you know Santo is Spanish for lunch meat?"

NICKNAMES OF THE WEEK - 1. THE JAMES "BUSTER" DOUGLAS OF WRESTLING (Larry Z on Sting). 2. HERMAN MUNSTER (Larry Z on El Gigante).

BEST PICTURES - 1. WWW, Sid's expression after Luger decks him onto stretcher. 2. WWF-SU, Ultimate Warrior destroying BRO. LUV. 3. WWF-SU, Viking fly onto Tommy Landell. 4. WMC, Eddie throwing Barney Fife temper tantrum. 5. WCW PRO, El Gigante clawing Windham. 6. WCW PRO, Landell mugging. 7. WCW, Sid railing Mark Merro. 8. WME, Sting/Larry Z brawl. 9. PTW, Bobby Heenan stomping grapes.

CHAUVONIST AWARD - Paul E., WCW: "You know how broads always go to the bathroom together? Maybe they can talk together on TV."

WORST FEATURE - WMC, J.C. Ice profile. Choppiest editing I've ever seen. Worse than Tommy Edwards' old NWA stuff.

ENGLISH LESSON - Jamie Dundee, WMC: "I have never once WENT out on the street."

BLOOPER AWARDS - 1. WWF-SU, for supering JERRY OATES in tag match when it was Ted Oates. 2. WMC, for supering DAVE Gilbert instead of Doug. 3. Dave Brown, WMC, "BILL St. John." 4. Gordon Solie, WCW: "...the war beyond."

ALL-CLICHE TEAM - Paul E., WCW: "...actions speak louder than words."

BOO AWARD - 1. WWF, for continuing war references. 2. Larry Z, WME, for reference to "doing something drastic... like my ex-wife and kid dying in a car wreck."

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MISSY & JASON: Missy Hyatt and Jason Hervey had been spotted closely together at WCW TV tapings the week before WRESTLE WAR '91, as well as in Phoenix but Monday morning, a close source disputed the engagement story.

WRESTLE WAR POLL: We had 166 respondents on WRESTLE WAR: 155 gave the show a positive rating (93.4%), nine negative (5.4%) and two so-so (1.2%).

PAY CHANGES: Turner Home Entertainment veep Sharon Sidello tells us THE is backing off original plans for a June and August mini pay-per-view and will shoot instead for September. Sidello tells us that September show will be a "different" concept but won't yet tell us what.

NORM'S EVERYWHERE: Mike Shaw as Norman showed for the LPWA tapings in Laughlin NV Thursday night. Norm is serving as face counterpoint to Chris Love as the Queen.

RABBIT EARS: Norm will be part of an LPWA angle involving a rabbit which somehow turns up missing and eventually someone called Norma shows up to spirit away Norman. It's a complicated, yet, funny angle.

SAW SLIPS: South Atlantic Wrestling continues to slip in Charlotte. Most recent show aired this past Saturday morning at 2 a.m.

OHIO SUPPERS: Lots of complaints from Columbus OH about wrestling TV coverage. WWF SUPERSTARS has been dumped to Saturday at 11 p.m. on the Fox affiliate and WCW WORLD WIDE to 12 midnight on the ABC station.

SIMPSONS SLAM: Cute episode of THE SIMPSONS last Thursday opened with Homer (at a bar) and the kids (at home) watching a wrestling. Bart tries to become a daredevil and after injuring himself, his doctor shows him a kid who was hurt trying to impersonate a wrestler using scissors on his opponent.

SAY WHAT???: Lots of jokes about CAPT. LOU'S CORNER on the UWF show Monday. Lou and Don Muraco decry wrestling trying to profit from the Gulf War, then show immediately goes into pitch for SUPPORT OUR TROOPS T-shirts.

BUS STOP: Don't expect Jeannie Clarke to be riding along on that USWA bus between the Memphis and Dallas Fridays and Saturdays. Seems it became a bit uncomfortable for Jeannie being the only woman on board on a recent trip.

THE SQUEEZE: ESPN is subtly increasing pressure on Max Andrews to beef up the quality of the Monday USWA shows. The cable network has been dissatisfied with the early offerings.

VINCE & SWS: What a difference a year makes. Last year, Vince McMahon's Japan union for the Egg Dome show was the toast of the Orient. This year, his consortium with SWS is falling apart with a heavily-papered house coming March 30.

BUT THAT'S NOT ALL: New Japan appears to be less than enchanted about some of the withdrawals from the WCW Egg Dome show. Butch Reed, Arn Anderson and Lex Luger all apparently off the show will leave some serious gaps. Luger getting a lot of heat from wrestling media over his refusal to go.

FOR THE RECORD: The dollar figures for the two Phoenix shows: (WCW) \$53,000 [4,300 paid], (WWF) \$60,000 [4,800 paid]. WCW topped WWF in total house 7,000-6,000.

REED'S STATUS: As of the weekend, Butch Reed was considered 50-50 on staying with WCW to finish his program vs. Ron Simmons. Reed is yearning for the rodeo circuit and to spend more time at home. He didn't show for last week's WCW TVs but interviews were done as if he's still there.

FUNK-LAWLER: Jerry Lawler (no surprise) gets the rematch vs. Terry Funk for the USWA title next Monday after his win over Steve Austin Monday night at the Mid-South Coliseum.

THE CHANGE: Originally, the berth was to be decided by a four-man playoff between Lawler, Austin, Jeff Jarrett and Eddie Gilbert but Saturday's angle on WCW had Jarrett and Gilbert pull out of the tourney to team against Eric Embry and Tom Prichard.

MONDAY AT MID-SOUTH: Also, last Monday, Bill Dundee took on Tony Anthony with J.C. Ice in a penalty box; Danny Davis putting up the light heavyweight title against El Grande Pistolero; Cody Michaels vs. Uptown Bruno; Eli the Eliminator vs. Curtis Thompson; and Doug Gilbert vs. Jo Jo Jackson.

EVANSVILLE REVIVAL: CASSETTE WRESTLING NEWS' Jeff Osborne reports the Gilbert face turn in Evansville last Wednesday went over real big. "It made my heart sizzle like some of the old '83 stuff from Memphis," Osborne told us.

MOTOR CITY MOTION: Dan Curtis' Motor City Wrestling has a show in St. Joseph MI March 30. LAKE MICHIGAN MADNESS features Man Mountain Lancaster defending the Midwest title vs. White Lightning. Curtis as The Gypsy will manage Mountain. The Nightmares face Charlie Fulton and Rick O'Toole, a midget affair pits Farmer Pete vs. Little John...and in two others, Mickey Doyle meets Dennis Kass and Al Snow faces Machine Gun Mike Kelly. Coach Kurt Schneider will be ring announcer.

ANOTHER ONE BITES: Sad to hear of the end of a Washington area talker. INSIDE THE SQUARED CIRCLE, which our good friend Rich (Dirty Dick) Daniel co-hosted for two years, has been canceled on WMET in Gaithersburg MD. The three guys who did the show tried hard to offer some fun and comedy.

MAGUIRE SPEAKS: NBC's Paul Maguire has a perfect right to stay on WRESTLEMANIA VII, from which Bob Costas has now opted to withdraw. And there are those of you who agree with Paul's reasoning: "I don't know why people are so up in arms about this. People know this is just entertainment."

WINTER CHALLENGE II: Saturday night in Philly for Joel Goodhart's spectacular....Al Perez d. Stan Lane; in an 18-man Ringmaster Rumble, J.T. Smith won; in a match where Nikita Koloff was to take on Uncle Ivan, Joel followed the WCW plans to a tee. Nikita refused to wrestle Ivan, so Manny Fernandez subbed. Nikita clotheslined Manny to give Ivan the pin & the "two Russians" walked off arm-in-arm.

MORE WINTER: Cactus Jack pinned Eddie Gilbert in what was described as a "32-star match." Then, the Sheik and Abdullah the Butcher had their usual bloodbath (Bulldog Brower managed the Sheik); Tony Stetson d. Johnny Hotbody in a barbed wire match; in a Tri-States title match, J.T. Smith d. D.C. Drake by DQ (Smith legit stretched); and for the USWA title, Jerry Lawler d. Terry Funk by DQ, so Funk keeps the belt.

MATWATCH

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WWE RISES TO TOP

Possibly picking up momentum from pay-cable viewers preparing for WRESTLE WAR '91, WCW MAIN EVENT squeaked by WWF ALL-AMERICAN WRESTLING to win the Nielsen cable ratings race for the week ending Feb. 25.

Most shows declined in audience from the hot weekend of Feb. 16-18. WWE, with its Missy Hyatt date with El Gigante feature, scored a 2.9 rating and 5.4 per cent share of audience, down 3 per cent from the previous week.

ALL-AMERICAN was the only weekly series to post an increase over its most recent outing. ALL-AM's 2.8 rating and 6.6 share was up 8% from its Feb. 17 episode.

PRIME TIME WRESTLING cooled from its 3.0 of the premiere of its new format. PTW only picked up a 2.7/3.7 against the hour-long MURPHY BROWN and a strong DESIGNING WOMEN episode.

WORLD CHAMPIONSHIP WRESTLING, leaning heavily on the Brian Pillman injury angle, took the biggest tumble. WCW fell from its 3.4 Feb. 16 to a 2.6, down 23% in dropping from first to fourth.

The Saturday morning WCW POWER HOUR continued to languish, slipping to a 1.4, down 18% from the past Saturday.

RATINGS RAP

TUBE TALK

Lots of talk about the Hogan-Slaughter angle and the Jason & Missy story on THE LARRY KATZ SHOW Saturday night....Jim Cornette and Joe Pedicino taped four LPWAs last Thursday and they'll be edited this week in Dallas....THE JERRY LAWLER SHOW Sunday featured Ole Miss coaches Joe Wickline and Chuck Okey ---both of whom will team with Law-

ler this week against the Gilberts and Tony Anthony at the Ole Miss Coliseum. Okey, for one, would have a reasonable wrestling personality, if he decided to change professions....New wrestling flick offered at the American Film Market convention is called BLOOD RING and it appears pretty gruesome....Matches on PRIME TIME are overall better than the old PRIME TIME but the TNT stuff just has no cohesion and I don't see this being an overwhelming ratings draw....The week of March 24, PRIME TIME will likely move to Tuesday nights to make room for the World League of American Football on Mondays.

A couple of personal notes, if you please: we'll be live on the WRESTLING HOTLINE next Tuesday night from 7-8:30 p.m. (EST) and March 16, we'll be the guest for the entire first hour of THE LARRY KATZ SHOW on WCBM/Baltimore....Is it my imagination or has there been a proliferation of 900 number ads on PRIME TIME since the new format began?....We keep hearing insistence from the Herb Abrams camp that UWP will be on 125 broadcast stations by summer. Okay....I was asked on a radio talker about whether the end of the war will affect the Hogan-Slaughter angle or the public's perception. I doubt it. It's time for Vince to just go ahead, get the thing over with, let it be the one match and never do it again.

CABLE

Week Ending Feb. 25	Rating	Share	Total Homes
WCW MAIN EVENT (TBS 2/24)	2.9	5.4	1.62 million
WWF ALL-AMERICAN (USA 2/24)	2.8	6.6	1.53 million
WWF PRIME TIME (USA 2/25)	2.7	3.7	1.47 million
WCW WORLD CHAMPIONSHIP (TBS 2/23)	2.6	5.0	1.46 million
WCW POWER HOUR (TBS 2/23)	1.4	4.4	784,000

At Adelphi U.

ANOTHER NEW YORK TALKER BEGINS

GARDEN CITY NY----What started as a short segment of a two-hour sports show has blossomed into New York's third wrestling talk/radio program.

BAU MAIN EVENT is a 90-minute call-in affair every Saturday on Adelphi University's non-commercial WBAU-FM (90.3). Pistol Pete Wanat and Tom (The Hootch) Moylan team for the talker from 1-2:30 p.m. (EST) Saturdays.

"I do a two-hour sports show at the same station," Wanat told MATWATCH last week. "We had a wrestling segment for a goof...a five-minute update. Five became 10, 10 became 20 and one day, by accident, we went 25 and then became a full show."

The station reaches New Jersey, Connecticut, upstate New York and Long Island. Wanat says the station doesn't restrict the content.

"If we have a newsletter editor on, we'll go at it their way," says Wanat. "If we have Bill Apter, we'll take things from his perspective."

Wanat says the Saturday afternoon slot has been a boon. "We go on right after (WWF) SUPERSTARS goes off in New York and two hours after WCW PRO is over," the co-host says. "So, we get a lot of callers anxious to talk about what just happened on the morning's shows."

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